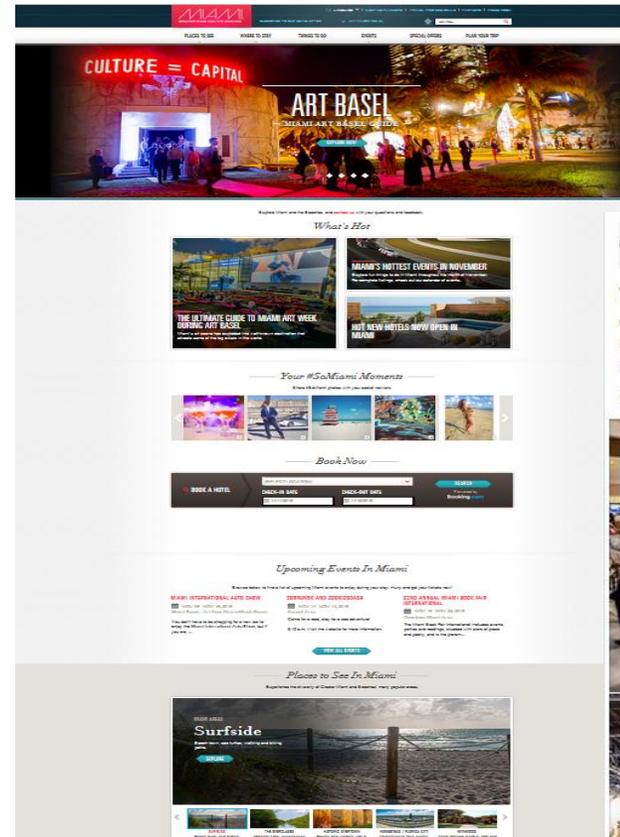


# Social Media Marketing

# What is social media marketing?

- Social Media is used to create awareness of your brand or self
- **Social Media Marketing-** the process of gaining website traffic or attention/awareness through **social media** sites (Facebook, Twitter, YouTube, etc).
- **Social media marketing** usually centers on efforts to create content that attracts attention and encourages readers to share it across their **social** networks.
- Use social media for personal branding, promoting initiatives you're passionate about (beach/ city cleanup events, EducationFund) and to join conversations.



# Social Media Channels

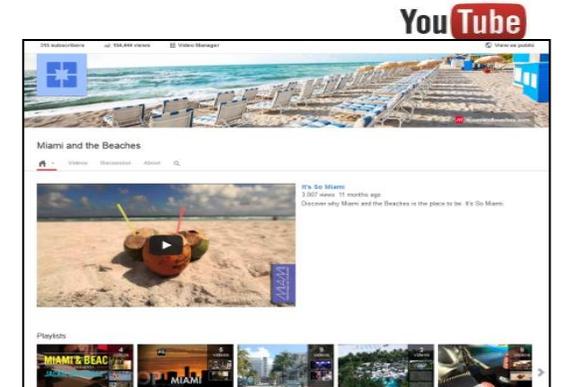
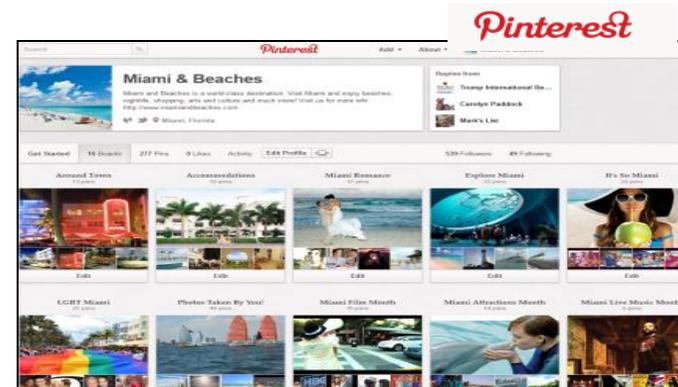
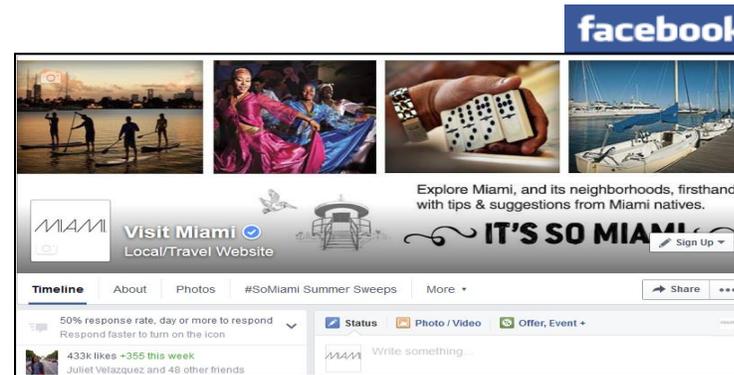
GMCVB social media properties promote events, special offers, nightlife, beaches, giveaways and more.

**Facebook**  
+433,000 fans;

**Twitter**  
+113,000 followers;

**Pinterest**  
+3,700 followers;

**YouTube**  
953,000 views; 235 videos, including 17 It's So Miami neighborhood videos



# Social Media Channels

## Instagram

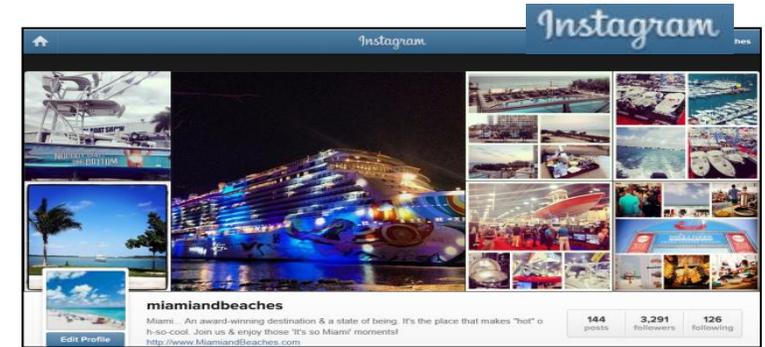
+9,855 followers

## Google+

+1,000 followers; 160,000 views; profile assists with SEO

## Flickr

GMCVB has used Flickr over the years to house photos for bloggers and media use



# LGBT & Global Social Platforms

## LGBT Channels

- Miami has long been known as a popular and open destination for LGBT tourists
- Launched LGBT focused pages in January 2013
- Provide updates about upcoming LGBT events, insider travel information and special deals

## Global Channels

- Latin America
- Brazil
- UK
- Germany



# Facebook

Promoting events, miamiandbeaches.com articles, influential third-party content, giveaways year round in Miami, including partnership with hotels, venues and more.

**Visit Miami (Default)**  
Published by Shaneeva Yassin [?] · July 11 · 🌐

Summer is here! Temps in the 90s. #SoMiami #MiamiSummer  
What's your preference, beach or pool dip?  
View our summer deals, and book your getaway! <http://bit.ly/MiamiSummerDeals>



Miami, United States  
**SUMMER '2015**  
92° | Sat, July 11

The image shows a beach scene with people and umbrellas under a blue sky. A graphic overlay in the top right corner features the Miami logo and the text 'Miami, United States SUMMER '2015 92° | Sat, July 11'.

**Visit Miami (Default)** added 2 new photos.  
Published by Shaneeva Yassin [?] · October 29 at 5:30pm · 🌐

It's almost here!  
Halloween in Miami is not to be missed. From city-hosted events to nightclub fun and family-friendly options, we dare you to check out these spooky happenings: <http://bit.ly/HJJDZ5>



The top image shows several glowing jack-o'-lanterns with various designs, including one that says 'HALLOWEEN'. The bottom image shows a spooky scene with a large white mask, a lightning bolt, and a skull, set against a dark background with a full moon.

**Visit Miami (Default)**  
Published by Shaneeva Yassin [?] · November 9 at 3:29pm · 🌐

We're excited for GoBrightline!

"Brightline trains will connect Miami, Fort Lauderdale, West Palm Beach and Orlando along a 235-mile route. The stretch from Miami to Orlando will last three hours..."



New Florida train service to whisk passengers between Miami and Orlando  
A privately-owned and operated passenger rail line will link Florida cities by mid-2017.  
USATODAY.COM

127,108 people reached Boost Post

The image shows a modern high-speed train in motion, with a blurred background of a city skyline and palm trees.

# Twitter

Sharing content articles, events, accomplishments, deals, user generate content, industry news and updates, host Twitter chats & more

- Hosting & participating in Twitter chats gives you or your brand a voice, allows you to market your brand, network with like –minded individuals sharing the same interest

Miami and Beaches @MiamiandBeaches · Oct 30  
Boating in Miami? Take 20% off your first trip with @SailoBoats: [bit.ly/1GC6iOZ](https://bit.ly/1GC6iOZ)  
#Miami #Boating #Fishing



Miami and Beaches @MiamiandBeaches · Oct 23  
We are talking all things  
@TheMiamiBeachCC. [bit.ly/MBCC18](https://bit.ly/MBCC18)  
#SoMiami #GMCVB15 #GMCVBPartners

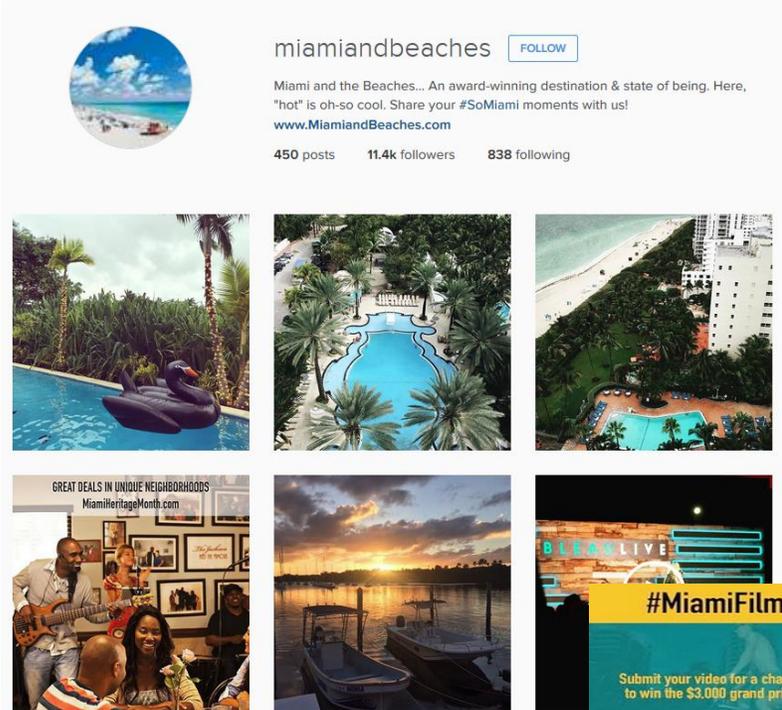


Miami and Beaches @MiamiandBeaches · Nov 2  
It's not too late to submit art work for @MiamiBeachBowls Art Battle.  
\$2K prize for winner [bit.ly/1MUQnwn](https://bit.ly/1MUQnwn)



# Instagram

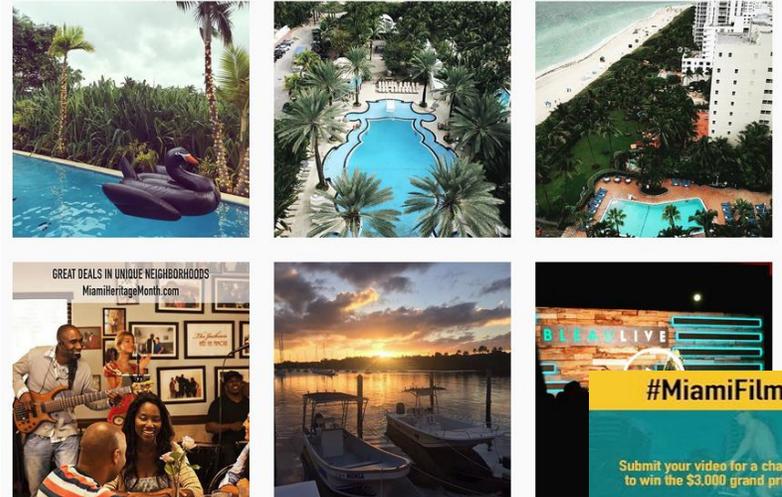
- Promote events, sell the dream, direct to content, promote user generate content.



miamiandbeaches [FOLLOW](#)

Miami and the Beaches... An award-winning destination & state of being. Here, "hot" is oh-so cool. Share your #SoMiami moments with us!  
[www.MiamiandBeaches.com](http://www.MiamiandBeaches.com)

450 posts 11.4k followers 838 following



**#MiamiFilm Month Video Contest**

Submit your video for a chance to win the \$3,000 grand prize!



miamiandbeaches [FOLLOW](#)

59 likes 25w

miamiandbeaches Calling #Miami filmmakers! Showcase your talent for a chance to win \$3,000 during #MiamiFilm Month! Entry submissions concludes June 7th. For full details visit: [MiamiFilmMonth.com](http://MiamiFilmMonth.com) and click on Contest page. Or at [Facebook.com/visitMiami](https://Facebook.com/visitMiami) Looking forward to your submission! (Tag your friends who may be interested.) shivanid305 Cc: @mistadubb I'm waiting to see your name there! #oneday theladygodiva2014 ;)

Log in to like or comment.

# #SoMiami: User-Generated Content

**Visit Miami (Default)**  
Published by Shaneeva Yassin [?] · August 26 · Edited ·

Vitamin Sea. Woof!  
Happy #NationalDogDay! #SoMiami  
(Photo via Katherine Crozier; Instagram: Cali\_N\_Louie\_frenchbulldogs)

A photograph of two French bulldogs on a sandy beach. One dog is lying down on the left, and the other is standing on the right, looking towards the ocean. The background shows a sunset over the water with a golden sky and dark clouds.

**Visit Miami (Default)** at Loews Miami Beach Hotel  
Published by Shaneeva Yassin [?] · October 21 · Miami Beach, FL ·

"Winter is coming!"  
Can you tell? #SoMiami #MiamiBeach #SouthBeach  
(via Mathew Ratner)

A photograph of a tropical beach scene. In the foreground, there are several tall palm trees with green fronds. In the background, a sandy beach leads to the ocean under a clear blue sky. A few people can be seen in the distance.

70,968 people reached

Boost Post

Like Comment Share

Jennifer V. Meléndez, John D. Giralt, Berit Naatz and 2,205 others like this.

295 shares

**Visit Miami (Default)**  
Written by Shaneeva Yassin [?] · June 28 ·

Today's sunset in hyperlapse. #SoMiami via ArtofMiami.com

A hyperlapse photograph of a sunset over a body of water. The sun is low on the horizon, creating a golden glow. The sky is filled with dark, dramatic clouds. The water in the foreground is calm, reflecting the colors of the sunset. Silhouettes of palm trees and buildings are visible on the right side of the frame.

artofmiami

# User-Generated Content

## *Your #SoMiami Moments*

Share #SoMiami photos with your social network.



## *Your #ArtBasel Moments*

Share #ArtBasel photos with your social network.



# User-Generated Content

*Your #Everglades Moments*



*Your #Wynwood Moments*



*Your #SouthBeach Moments*



# Hashtags & Handles

## Handle

Your name and presence on Twitter/Instagram; used to mention people/ brand in tweets

- @MiamiandBeaches
- @BillTalbert
- @NeatStreetsMIA
- @MayorGimenez
- @TravelLeisure



## Hashtags #

- Hashtags make words easily searchable, and help to aggregate likeminded conversations (especially for Twitter chats)
- Used to organize TweetChats #MiamiCruise #FLTravelChat
- Used to show what is trending
- Include no more than 2-3 hashtags per tweet (and only when necessary)
- Reserve the use of emojis for special circumstances
- Tag relevant individuals/users and include relevant hashtags when appropriate

#SoMiami

#Wynwood

#GiveMiamiDay

## Emojis



# Twitter

- Tweets should be no more than 140 character
- When retweeting, you can either retweet outright or add a comment on top
- When replying to someone, put a period before the @HANDLE if you'd like that reply to show publically in the feed



**Miami and Beaches** @MiamiandBeaches · 16h

Thank you. Thank you! It's an honor. #SoMiami

**Bruce Turkel** @BruceTurkel

Just saw our work with Miami CVB won three national Adrian Awards!!  
Congrats to @BillTalbert, @RolandoAedo & @josiellado #Itsomiami



**Miami and Beaches** @MiamiandBeaches · Nov 19

Yes! #SoMiami



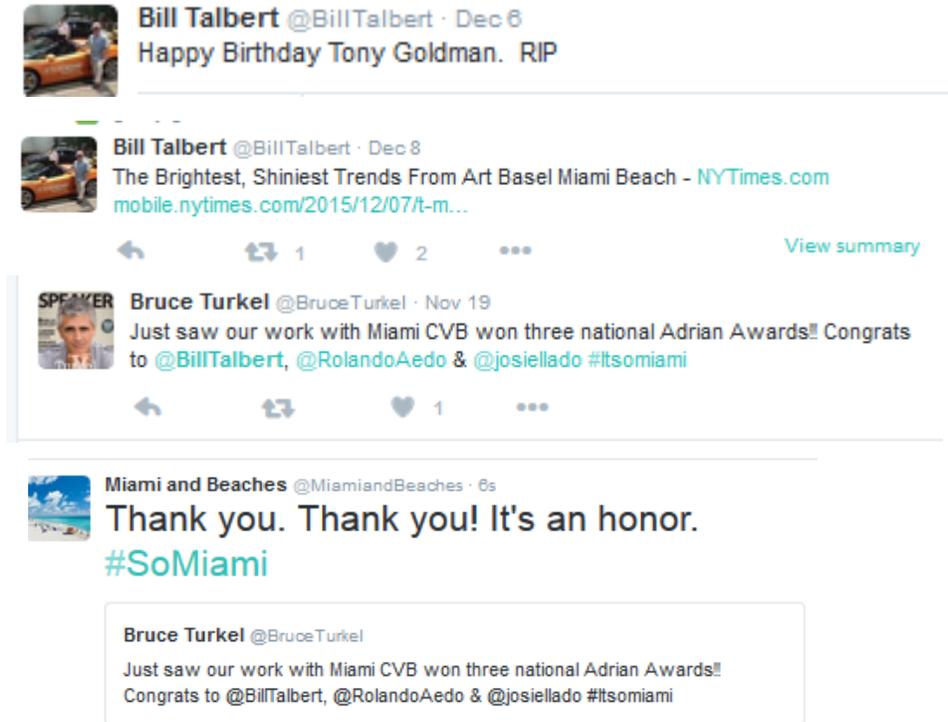
**Paradise** @ParadiseAgency

A2: Florida is a perfect break to go from winter chill to just chill. #FLTravelChat

# Social Media Content

Using it for social presence and personal branding?

- Post ideas:
  - Quotes from a public speakers at events, and including their handle and hashtag.
  - Retweeting or promoting initiatives that you're passionate about or content fro influential sources
  - Posts & tweets should not only be reposted or retweeted content, but also original personal content that gives you a voice
  - Exclusive content, behind-the-scenes, prepping for an event
  - Images
- Lessons learned
  - Use engaging images with all posts
  - Always give credit, including photographer or where content is from
  - Profile photos should be visible & close up; branded photos should be of the brand logo
  - Use shortened link when you can (Bitly)



# Your First Tweet

 **Warren Buffett** ✓  
@WarrenBuffett Follow

Warren is in the house.

11:20 AM - 2 May 2013

43,779 RETWEETS 14,559 FAVORITES

 **Dalai Lama** ✓  
@DalaiLama Dharamsala, India

Welcome to the official twitter page of the Office of His Holiness the 14th Dalai Lama.  
<http://dalailama.com>

 **DalaiLama:** His Holiness the Dalai Lama in Los Angeles - 21 February 2010 <http://bit.ly/cRGXyr> [2010-02-22 10:47:31](https://twitter.com/DalaiLama/status/2010-02-22-10:47:31)

 **CIA** ✓  
@CIA + person

We can neither confirm nor deny that this is our first tweet.

2014-06-06, 12:49 PM

 **Oprah Winfrey** ✓  
@Oprah Chicago, IL  
Live Your Best Life  
<http://www.oprah.com>

 **oprah:** HI TWITTERS . THANK YOU FOR A WARM WELCOME. FEELING REALLY 21st CENTURY . [2009-04-17 14:11:03](https://twitter.com/oprah/status/2009-04-17-14:11:03)

 **Tom Hanks** ✓  
@tomhanks Los Angeles

I'm that actor in some of the movies you liked and some you didn't. Sometimes I'm in pretty good shape, other times I'm not. Hey, you gotta live, you know?  
<http://www.playtone.com>

 **tomhanks:** Testing... testing... Is this thing on?? [2010-01-11 23:24:10](https://twitter.com/tomhanks/status/2010-01-11-23:24:10)

 **Ellen DeGeneres** ✓  
@TheEllenShow Follow

Tis my first twitt-er. Or tweet? Twit? Or tweet? "Twit or tweet everybody." Is this anything?

2:03 PM - 10 Mar 2009

766 RETWEETS 1,002 FAVORITES